

GROW WITH OUR COMMUNITY



REACH YOUR AUDIENCE ENGAGE RESIDENTS CONNECT WITH VISITORS

Downtown Ithaca Alliance

We support the Downtown Business Improvement District (BID), a thriving hub that welcomes **4.5 million pedestrian visits annually**. Our work enhances the experience of the people who bring downtown to life each day—**employees, residents, shoppers, diners, cultural explorers, students, and visitors**. By curating high-impact events and enhancing the district's overall appeal, we drive **sustained foot traffic** and ensure Downtown Ithaca remains a premier destination for commerce, culture, and community.



Marketing by the Numbers

Downtownithaca.com: 791,000+ page visits annually

Facebook: 25,100+ followers

Instagram: 14,400+ followers

E-Newsletter: 7,000+ subscribers

Commons visits: 1.2 million annually

Total Event Attendance: 73,000+

Local Appeal: 54% of attendees were from Ithaca

MAKE AN IMPACT.

ENHANCE YOUR BRAND VISIBILITY

EVENT SPONSORSHIP OPPORTUNITIES



Contact Zoe at events@downtownithaca.com or 607-277-8679 to learn more.

Downtown Banner Fins

Showcase your brand throughout the Commons.



\$1200 for a year

Annual & Holiday Guide Advertising

Reach residents and visitors in our popular printed guides.

Annual Guide

Back \$1,500	\$700
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6" w x 9" h w/bleed
5.5" w x 8.5" h (safe text)
6" w x 4.5" h

\$700	Inside \$1,225
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Left: 3" w x 9" h
Middle: 3" w x 4.5" h
Inside same as back

IMPORTANT DATES

In Market: May 2026 - Apr. 2027
Reserve space: Mar. 2, 2026
Artwork due: Mar. 13, 2026
In Market Start: May 1

Holiday Guide

Inside \$450	\$200
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6" w x 9" h w/bleed
5.5" w x 8.5" h (safe text)
6" w x 4.5" h

\$200	\$175
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3" w x 9" h 3" w x 4.5" h

IMPORTANT DATES

In Market: Nov. - Dec. 2026
Reserve space: Sep. 16, 2026
Artwork due: Oct. 2, 2026
In Market Start: Nov. 1, 2026

Contact Adam at adam@downtownithaca.com to advertise with us today!



SPICE UP YOUR BRAND




Reach Your Audience

VIBRANT WORKING-AGE CROWD: 65% ages 25-54

HIGH-EARNING ATTENDEES: Average household income **\$84-89K**

PROUDLY LOCAL: 54% from Tompkins County—your neighborhood customers

COLLEGE ENERGY: 20% students from local colleges



Feel Your Impact

10,000+ event-goers in person—real people, real conversations, real impact

200,000+ digital impressions amplifying your brand

Multi-channel media exposure, including local news, TV, influencer features, and high-engagement social coverage

Gain **brand visibility** and awareness

Hyper-targeted digital ads reaching your ideal customers

8,000+ event page visits putting your brand where interest turns into action

The Downtown Chili Cook-Off isn't just a signature Ithaca tradition—it's a **prime opportunity for your brand to connect, engage, and shine**. As the only major fundraising event for the Downtown Ithaca Alliance, this high-energy, **high-traffic** celebration draws thousands of residents, students, and visitors eager to support local businesses and savor the best flavors in town.

Sponsoring the Chili Cook-Off puts your business at the center of one of Ithaca's most anticipated events—**delivering unmatched visibility, face-to-face engagement with your target audience**, and meaningful community impact. With flexible sponsorship levels designed to meet your **marketing goals and budget**, this is your chance to amplify your brand and help strengthen Downtown Ithaca.

Social Media Analytics

FACEBOOK: 25,000+ current followers, campaign posts reached over 9.5K accounts

INSTAGRAM: 14,000+ current followers, campaign posts had over 43K views

NEWSLETTER: 9,500+ impressions and 3,500+ interactions for previous campaign



SPONSORSHIP PACKAGES

Be a Part of Ithaca's HOTTEST Winter Event



GHOST PEPPER SPONSOR

\$10,000

(Presenting Sponsor — Limited to One)

Includes all Habanero & Jalapeño benefits, plus:

- Exclusive event presenting rights
- Industry exclusivity
- Premium anchor-location booth for consumer engagement
- Opportunity for live stage recognition or brief remarks
- Dedicated sponsor spotlight on social media
- Logo featured as Presenting Sponsor on all event materials
- 3 week feature advertisement in our newsletter
- Option to provide branded merchandise or experience activation
- Inclusion in post-event sponsor impact recap
- **6 VIP Tasting & Fast-Pass Packages***

Our most visible and prestigious partnership—your brand leads the event.



HABANERO SPONSOR

\$5,000

Includes all Jalapeño benefits, plus:

- Enhanced logo placement in print & digital promotions
- Featured exposure on our BrightR interactive map and voting platform
- Sponsor spotlight mention in social media campaign
- 1 week advertisement in our newsletter
- **3 VIP Tasting & Fast-Pass Packages***

Stand out as a premier supporter with elevated visibility and engagement.



JALAPEÑO SPONSOR

\$2,500

- Logo on event website with link
- Logo included on print materials, banners, event signage, and digital promotions
- Standard booth space for attendee engagement
- Optional judge representation
- **40 Tasting Tickets***

A strong, high-value brand presence and direct customer engagement opportunity.

* exclusive to sponsor level indicated



BELL PEPPER SPONSOR

Varies

Custom packages available. Examples: Warming Tent, Entertainment Support, Themed Photo Booth, Event Tabling. Activation must be coordinated and approved with the DIA.

Ready to become a sponsor? Contact Zoe at events@downtownithaca.com or 607-277-8679 to discuss your sponsorship options and secure your spot. Don't miss this opportunity to connect with a passionate audience and boost your brand visibility!

SHARE YOUR BRAND WHERE FAMILIES GATHER



The **Sidewalk Showcase** brings Downtown to life with interactive displays, live creativity, and a vibrant, **family-friendly atmosphere** that encourages exploration. It's a place where parents stroll, kids discover, and brands naturally become part of the experience. Last year, the Showcase drew **2,300 attendees**, making it a high-traffic, high-energy setting for community engagement. This series offers sponsors **repeated, meaningful visibility**. It's the perfect opportunity to place your brand exactly where families and others gather, connect, and remember what they see.



FACEBOOK: 25,100+ followers

INSTAGRAM: 14,400+ followers

PREVIOUS CAMPAIGN: 99,000+ views with 75,000+ reach



SUBSCRIBERS: 7,000+

E-NEWS OPENS: 17,400+



ATTENDEES: 3,100+

LOCALS: 60%

OUT-OF-STATE: 20%

Two Fridays every month, from April to November in 2026



SPONSORSHIP PACKAGES



MAIN STREET SPONSOR (TITLE)

\$6,000

Includes all benefits of Boulevard and Corner Sponsor plus:

Naming Rights: Sole title sponsor designation

Exclusivity: No competing industry sponsors

Social Media: Dedicated sponsor spotlight and campaign collaborations

Enews Ads: Premier ad in 3 issues of the weekly e-newsletter on dates of choice (600x150)

Event Page Exposure: Logo featured as Title Sponsor on all event materials

Year-Round Visibility: Logo on the bottom of a Downtown banner hung around the Commons

Event Input: Inclusion in post-event sponsor impact recap



BOULEVARD SPONSOR

\$2,000

Includes all benefits of Corner Sponsor plus:

Social Media: Handle or company name tagged in campaign posts

Enews Ads: Ad in 1 issue of the weekly e-newsletter (600x75)

Event Page Exposure: Enhanced logo placement



CORNER SPONSOR

\$1,000

Social Media: Handle or company name mentioned in campaign post captions

Print & Digital Exposure: Logo on posters, signage, and ads

Event Page Exposure: Logo and link on event webpage

Year-Round Web Visibility: Logo with link on Downtownithaca.com

Annual Meeting Recognition: Logo in DIA's annual meeting report



CROSSWALK SPONSOR

Varies

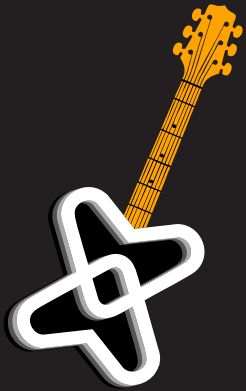
Digital promotion available.



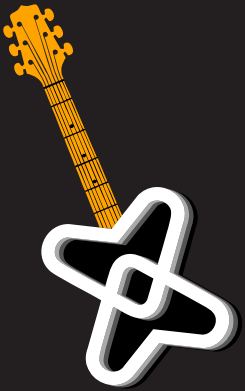
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AMPLIFY YOUR BRAND



12 CONCERTS
10.5K ATTENDEES
238K POST VIEWS



NOW THAT'S REACH.

The **Beginnings Summer Concert Series** brings the soundtrack of summer to Downtown Ithaca. Each week, the Commons transforms into an open-air music venue where **residents, families, students, and visitors** come together to relax, dance, and soak in the vibes. For sponsors, it's a standout chance to reach engaged audiences through **on-site visibility, weekly touchpoints, and strong social media engagement**—positioning your brand at the heart of one of Downtown Ithaca's most beloved and well-attended summer traditions.



**EVERY THURSDAY EVENING
JUNE 11 – SEPTEMBER 3**

*Rain date September 10
No concert July 16*



LET'S BREAK IT DOWN...

Strong local presence: 54% Ithaca-based audience
Extended reach: 19% out-of-state visitors
High exposure: 40,200+ e-news opens

Engaged audience: Nearly 7,000 interactions
Consistent social promotion: 124 posts
Strong web traffic: 27,100 website views

SPONSORSHIP PACKAGES



CHORUS SPONSOR (TITLE)

\$35,000

SOLD SOLD SOLD SOLD SOLD SOLD SOLD SOLD
SOLD SOLD SOLD SOLD SOLD SOLD SOLD SOLD



HARMONY SPONSOR

\$7,500

Includes all Melody benefits plus:

On-Site Brand Engagement: Standard booth/tabling space for engaging attendees

Social Media: Handle or company name tagged in campaign posts

Enews Ads: Ad in 4 issues of the weekly e-newsletter (600x75)

Event Page Exposure: Enhanced logo placement



MELODY SPONSOR

\$5,000

Live Stage Recognition: Live stage recognition announcements

On-Site Brand Exposure: Banner, logo, or giveaways at prominent event location

Social Media: Handle or company name mentioned in campaign post captions

Print & Digital Exposure: Logo on posters, signage, and ads

Enews Ads: Ad in 2 issues of the weekly e-newsletter (600x75)

Year-Round Commons Visibility: Logo on the bottom of a Downtown banner hung around the Commons

Event Page Exposure: Logo and link on event webpage

Year-Round Web Visibility: Logo with link on Downtownithaca.com

Annual Meeting Recognition: Logo in DIA's annual meeting report



RHYTHM SPONSOR

Varies

Custom packages available. Below are a few examples of opportunities:

Opener Support
Concert Tabling

Bar Sponsor
Activity Tent

Ready to become a sponsor? Contact Zoe at events@downtownithaca.com or 607-277-8679 to discuss your sponsorship options and secure your spot. Don't miss this opportunity to connect with a passionate audience and boost your brand visibility!

RIPEN YOUR REACH



Friday, September 25
through
Sunday, September 27, 2026



The **Apple Harvest Festival** is Ithaca's iconic fall tradition that lasts three days, drawing in **families, students, residents, and tourists** across the region to enjoy a lively mix of local food, artisan crafts, live performance, and apple delicacies. Sponsoring this event is the perfect chance to **connect with a diverse and engaged audience**, positioning your brand in front of **47,000 attendees**. From community pride to regional influence, this event offers **extensive visibility and marketing exposure**.



ATTENDEE OVERVIEW

LARGE AUDIENCE: 47,600+ attendees
STRONG LOCAL PRESENCE: 54% Ithacans
REGIONAL APPEAL: 16% out-of-state visitors

**HOW ABOUT
THEM APPLES?**



SOCIAL ANALYTICS

E-NEWS REACH: 15,700+ opens
STRONG SOCIAL VISIBILITY: 285,000+ views
HIGH ENGAGEMENT: 8,200+ interactions
CONSISTENT PROMOTION: 78 social posts
HEAVY WEB TRAFFIC: 153,000+ website views

SWEETEN YOUR GROWTH



EMPIRE SPONSOR (TITLE)

\$35,000

Includes all Gala and McIntosh benefits plus:

Naming Rights: Sole title sponsor designation

Exclusivity: No competing industry sponsors

On-Site Brand Engagement: Premium anchor-location for engaging attendees

Live Stage Recognition: Opportunity for live stage brief remarks

Social Media: Dedicated sponsor spotlight and campaign collaborations

Enews Ads: Premier ad in 4 issues of the weekly e-newsletter (600x150)

Event Page Exposure: Logo featured as Presenting Sponsor on all event materials

Event Input: Inclusion in post-event sponsor impact recap



GALA SPONSOR

\$7,500

Includes all McIntosh benefits plus:

On-Site Brand Engagement: Standard booth/tabling space for engaging attendees

Social Media: Handle or company name tagged in campaign posts

Enews Ads: Ad in 2 issues of the weekly e-newsletter (600x75)

Event Page Exposure: Enhanced logo placement



MCINTOSH SPONSOR

\$5,000

Live Stage Recognition: Live stage recognition announcement

On-Site Brand Exposure: Banner, logo, or giveaways at prominent event location

Social Media: Handle or company name mentioned in campaign post captions

Print & Digital Exposure: Logo on posters, signage, programs, and ads

Enews Ads: Ad in 1 issue of the weekly e-newsletter (600x75)

Year-Round Visibility: Logo on the bottom of a Downtown banner hung around the Commons

Event Page Exposure: Logo and link on event webpage

Year-Round Web Visibility: Logo with link on Downtownithaca.com

Annual Meeting Recognition: Logo in DIA's annual meeting report



HONEYCRISP SPONSOR

VARIES

Custom packages available. Below are a few examples of opportunities:

Pumpkin Painting

Bike Valet

Apple Talks

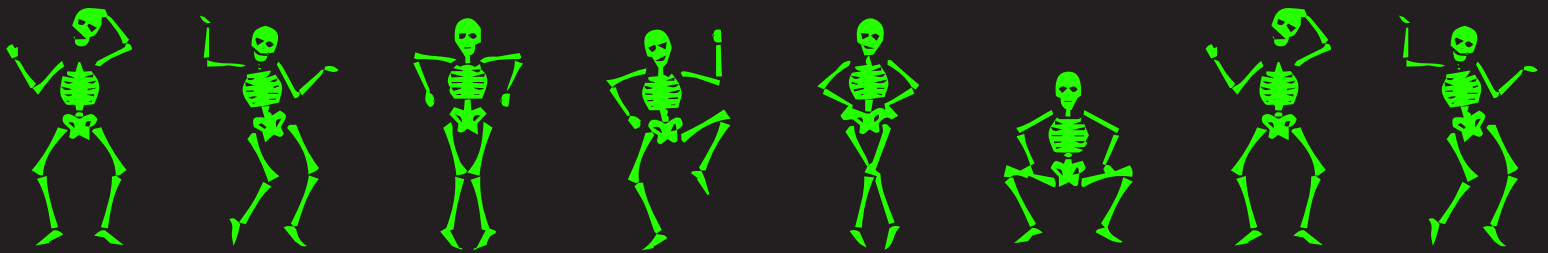
Entertainment Support

Ready to become a sponsor? Contact Zoe at events@downtownithaca.com or 607-277-8679 to discuss your sponsorship options and secure your spot. Don't miss this opportunity to connect with a passionate audience and boost your brand visibility!

HALLOWEEN IN DOWNTOWN ITHACA

BE SEEN THIS HALLOWEEN

Halloween in Downtown Ithaca is a spooky, family-friendly celebration with more than **64% of attendees** coming from the Ithaca community. Ithaca transforms into a Halloween wonderland with trick-or-treating at local businesses, lively spooky performances, and themed activities for all ages. Sponsoring this event means standing out as a dedicated community partner that helps create lasting memories for **families, residents, and visitors**.



**Friday,
October 30, 2026**

- Targeted attendance:** 850+ attendees
- Ithaca-heavy audience:** 65% local residents
- E-news reach:** 5,400+ opens
- Social visibility:** 108,000+ views
- Active engagement:** 1,100+ interactions
- Ongoing promotion:** 27 social posts
- Website traffic:** 5,500+ views



FRIGHTFULLY GOOD EXPOSURE



SKELETON SPONSOR (TITLE)

\$2,500

Includes all Spider and Ghoul benefits plus:

Naming Rights: Sole title sponsor designation

Exclusivity: No competing industry sponsors

On-Site Brand Engagement: Premium anchor-location for engaging attendees

Social Media: Dedicated sponsor spotlight and campaign collaborations

Enews Ads: Premier ad in 2 issues of the weekly e-newsletter (600x150)

Event Page Exposure: Logo featured as Presenting Sponsor on all event materials



SPIDER SPONSOR

\$1,000

Includes all Ghoul benefits plus:

On-Site Brand Engagement:
Standard booth/tabling space for engaging attendees

Social Media: Handle or company name tagged in campaign posts

Enews Ads: Ad in 1 issue of the weekly e-newsletter (600x75)

Event Page Exposure: Enhanced logo placement



GHOUL SPONSOR

\$500

On-Site Brand Exposure: Banner, logo, or giveaways at prominent event location

Social Media: Handle or company name mentioned in campaign post captions

Print & Digital Exposure: Logo on posters, signage, programs, and ads

Event Page Exposure: Logo and link on event webpage

Year-Round Web Visibility: Logo with link on Downtownithaca.com

Annual Meeting Recognition: Logo in DIA's annual meeting report



GOBLIN SPONSOR

Varies

Custom packages available. Below are a few examples of opportunities:

Candy Support
Activity Tent

Warming Tent
Event Tabling

Ready to become a sponsor? Contact Zoe at events@downtownithaca.com or 607-277-8679 to discuss your sponsorship options and secure your spot. Don't miss this opportunity to connect with a passionate audience and boost your brand visibility!

BRING MORE JOY WITH YOUR BRAND

THE DOWNTOWN ITHACA WINTER *Holiday Bash*



The **Downtown Ithaca Holiday Winter Bash** is a festive, family friendly celebration that brings the community together Downtown for seasonal fun, local entertainment, and beloved holiday traditions. Sponsoring the event provides businesses with meaningful **visibility in front of residents and visitors** while aligning their brand with community spirit, joy, and local support. Sponsors are recognized through **event promotions, on site presence, and digital marketing**, creating an opportunity to build **brand awareness, strengthen community connections, and show support for local events** that make Downtown a vibrant and welcoming place.



Solid event reach: 1,600+ attendees

Balanced audience mix: 41% local residents and 20% out-of-state visitors

Direct inbox exposure: 4,700+ e-news opens

High social visibility: 185,000+ views

Active audience engagement: 2,100+ interactions

Strong web presence: 13,000+ website views



Saturday, December 5, 2026



BRIGHTEN YOUR BRAND



RUDOLPH SPONSOR (TITLE)

\$6,000

Includes all Dasher and Comet benefits plus:

Naming Rights: Sole title sponsor designation

Exclusivity: No competing industry sponsors

On-Site Brand Engagement: Premium anchor-location for engaging attendees

Social Media: Dedicated sponsor spotlight and campaign collaborations

Event Page Exposure: Logo featured as title sponsor on all event materials

Enews Ads: Premier ad in 3 issues of the weekly e-newsletter (600x150)

Year-Round Commons Visibility: Logo on the bottom of a Downtown banner hung around the Commons



DASHER SPONSOR

\$3,000

Includes all Comet benefits plus:

On-Site Brand Engagement: Standard booth/tabling space for engaging attendees

Social Media: Handle or company name tagged in campaign posts

Enews Ads: Ad in 2 issues of the weekly e-newsletter (600x75)

Event Page Exposure: Enhanced logo placement



COMET SPONSOR

\$1,500

On-Site Brand Exposure: Banner, logo, or giveaways at prominent event location

Social Media: Handle or company name mentioned in campaign post captions

Print & Digital Exposure: Logo on posters, signage, programs, and ads

Enews Ads: Ad in 1 issue of the weekly e-newsletter (600x75)

Event Page Exposure: Logo and link on event webpage

Year-Round Web Visibility: Logo with link on Downtownithaca.com

Annual Meeting Recognition: Logo in DIA's annual meeting report



VIXEN SPONSOR

Varies

Custom packages available. Below are a few examples of opportunities:

Photos with Santa

Photos with Sparky

Warming Tent

Headphone Support

Silent Disco Hot Chocolate Provider

Event Tabling

Ready to become a sponsor? Contact Zoe at events@downtownithaca.com or 607-277-8679 to discuss your sponsorship options and secure your spot. Don't miss this opportunity to connect with a passionate audience and boost your brand visibility!